11th Meeting Minutes  
August 18th at 3:30pm EST

Recording: [https://www.youtube.com/watch?v=b6VpQB9XV9g&feature=youtu.be](https://www.youtube.com/watch?v=b6VpQB9XV9g&feature=youtu.be)

CoP Report/Update

- Google Analytics Highlights: Audience Overview & All Traffic (January to Date) available here: [http://create.extension.org/node/96318](http://create.extension.org/node/96318) Specific highlights include:
  - 6,883 Page Views (January to Date)
  - Top ways that people arrive at our pages: organic Google search, Facebook, foodpsycology.cornell.edu
  - Top Performing Content (uploaded in past 2 months)
    - Using the Power of Persuasion to Influence Student Food Choices (webinar page)—Zena Edwards –102 Views
    - Top Ten Tips for Tackling School Food Reform- April Neujean –58 Views
    - How to Make Your Salad Bar Healthy and Popular- Kathy Burrill & Katie Baildon 51 Views

- Webinar Attendance Evaluations
  - Kate Hoy: How to Measure School Lunchroom Successes
    - TOTAL Viewed 171 (78 Attendees & 93 Watched Adobe Recording so far)
    - Evaluation Summary Highlights: 15 people filled out the evaluation. Most people learned about it from email. UC Cal Fresh also posted it their newsletter. Positive feedback in knowledge gained and confidence gained as well as in the comments section.
  - Zena Edwards: Using the Power of Persuasion to Influence Student Food Choices
    - TOTAL Viewed 146 (70 Attendees & 76 Watched Adobe Recording)
    - Evaluation Summary Highlights: 30 people filled out the evaluation. Several people learned about the webinar through eXtension.org – they must have posted it prominently—and via email. One person indicated learning about it at the SLM symposium. Positive feedback in knowledge gained, confidence gained and in the comments section. Many people were appreciative that it was concise.

- Promotion Efforts
  - Promotion Efforts at SNA Conference: Adam and Kate distributed CoP promotional materials at the SLM booth at SNA ANC. The booth was in the USDA lane and had significant traffic. A number of people indicated that they knew about the CoP and visit it frequently. They indicated
that it was a good resource and that they share it with friends too. Kate also talked to some
people about the CoP after her session one of whom joined the CoP afterward.
  o Promotion Efforts at SNEB Conference: On each poster presentation that Kate took to SNEB
there was a portion dedicated to the CoP. She noted that the awareness about the CoP was the
highest at SNEB because of high attendance from Extension professionals. Possible idea for next
year’s SNEB is to apply to do a session that highlights the success of the CoP. Another idea
suggested by Zena is to rent an exhibitor’s booth (about 50$) to distribute materials and collect
contact info from those interested.
  • Recruitment: 10 Total New Members (6 SLM Symp, 2 Recruited by CoP members, 2 joined via
eXtension):

<table>
<thead>
<tr>
<th>Janie Burney</th>
<th>Professor/ Extension Specialist Family &amp; Consumer Science</th>
<th>University of Tennessee Extension</th>
</tr>
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<tbody>
<tr>
<td>Mark Dingee</td>
<td>Supervisor of Food Service</td>
<td>Duval County Public Schools</td>
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Encourage Kids to Eat Healthy Food

<table>
<thead>
<tr>
<th>Ken Warner</th>
<th>Director of Food and Nutrition</th>
<th>Syracuse City School District</th>
</tr>
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<tbody>
<tr>
<td>Lynn McGill</td>
<td>Food Service Director</td>
<td>Kinnikinnick CCSD #131</td>
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The Business of School Food

<table>
<thead>
<tr>
<th>April Payne</th>
<th>Family and Consumer Sciences Agent</th>
<th>Virginia Cooperative Extension Spotsylvania County</th>
</tr>
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</table>

Develop Healthy Eating Dialogues

<table>
<thead>
<tr>
<th>Ellen Damaschino</th>
<th>No Kid Hungry Training Manager</th>
<th>Share our Strength</th>
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</thead>
<tbody>
<tr>
<td>Jennifer DeHoog</td>
<td>Nutrition Specialist</td>
<td>Food &amp; Child Nutrition Services Dept. Maria Luna</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Food Service Facility -- Dallas ISD</td>
</tr>
<tr>
<td>Barbara Brody</td>
<td>OSU Extension Agent</td>
<td>Oregon State University Extension College of Public</td>
</tr>
<tr>
<td></td>
<td>Family Community Health &amp; 4-H</td>
<td>Health and Human Sciences</td>
</tr>
<tr>
<td></td>
<td>Youth Development</td>
<td></td>
</tr>
<tr>
<td>Jacquelyn Gibson</td>
<td>Family and Consumer Science Agent IV</td>
<td>Department of Regulatory &amp; Economic Resources -</td>
</tr>
<tr>
<td></td>
<td></td>
<td>University of Florida Miami Dade Extension Service</td>
</tr>
<tr>
<td>Amanda Mercer</td>
<td>Program Specialist</td>
<td>Office of School Nutrition- Colorado Department of</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Education</td>
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Success of recruitment this time shows that recruiting at events is effective and we should capitalize on
opportunities for in-person recruitment in the future.

• Sandra pointed out the importance of making new member feel welcomed into the CoP through a
welcome message. Initially Sandra was sending welcome emails to each new member of the CoP,
however with the current structure it makes more sense for members to be welcomed by the content
group leader of the group they decide to join. In order to minimize effort and time spent on this by group leaders, Katie will notify leaders when a new member joins and provide the leader with a welcome email template. Please remember to copy Katie on the welcome emails so that if she doesn’t see the email she can send a reminder to the leader.

**Content Group Leaders and/or Co-Leaders’ Report**

- **Individual Group Progress Report**
  - **Zena on Encouraging Kids to Eat Healthy Food content group**
    - The group now has regularly scheduled meetings on the calendar (1st Monday of each month at noon EST.) There has been low attendance possibly due to summer vacation.
    - The group is looking into creating more interactive tools to post on the CoP for example a fruit and veggie tracker based on UPC codes.
    - 4 new articles have been uploaded since last meeting. 4 are in review, one is ready for upload and 2 are pending submission.
  - **Kate on Additional School Food Initiatives content group**
    - Last meeting was on the 12th of August and attendance was up from previous meetings.
    - Content development has been steady.
    - Dale Hayes (of School Meals that Rock) will be co-authoring a piece with Kate on how to talk to the press about changes in school meals.
    - Member, Matt Benson is hosting a webinar this week: August 21st at 2pm EST
    - 9 articles have been uploaded since last meeting. One article is in review, one is read for upload and 6 are pending submission.
  - **Adam on the Business of School Food content group**
    - Last meeting was on the 14th of August and attendance was low.
    - Content development has been steady; one item is in review and 7 articles are due for the September deadline.
    - 2 new members have joined in the past 2 months.
  - **Liz on Developing Healthy Eating Dialogues content group**
    - Last meeting was on the 14th of August and attendance was low.
    - Content development is steady; three new pieces were uploaded in the last month and four new items are ready to be published. Five items are in peer review.
    - The group has several content ideas that have been distributed to member in hopes that they will commit to developing them for the September deadline.
    - Tisa will be hosting a webinar next month.

- **Group Co-leader Recruitment:** Three groups have lost their co-leaders for various reasons so we need to work on recruiting new co-leaders for the Encouraging Kids to Eat Healthy Foods, The Business of School Food and Additional School Food Initiatives content groups. The co-leaders have a marginal role in terms of the time they have to devote to CoP activities but their main purpose is to support the leader, fill in when the leader is unavailable and learn the ropes for becoming leader once the current leader’s term has ended.
  - Adam has a member in mind to approach about possibly becoming co-leader of the Business of School Food content group. He plans to use a one-on-one approach and ask her personally.
  - Zena plans to discuss the position opening in the next group meeting. She will send an email in advance so that people can think about it prior to the meeting. If no one volunteers she will approach specific members.
Drew suggested creating a certificate to acknowledge the position as an incentive to get people interested.

Katie will follow up with each of the leaders about the progress in recruiting a new co-leader and will assist in the process in any way she can.

**Update on Items from Last Meeting**

- **Audience Survey:**
  - To better serve our audiences, the survey is intended to collect more information about them including where they are from, what their interests are, what information they find most valuable, and what other materials and information they would like to see on the CoP site. The survey has been approved by eXtension and was posted on the CoP homepage on August 7th. We have no responses to date (8/18/14).

- **Continuing Education Units for Archived Webinars**
  - As a way to increase the value of the CoP to our audiences, especially those that need to complete CEUs on a yearly basis, Katie and Sandra are in the process of applying for 2 CEUs from SNA for the 6 archived webinars conducted by members.
  - The way it will work is that all 6 videos will be available and individuals can choose 3 to watch for one CEU or watch all 6 for 2 CEUs. We will know that they have completed the video because they will be required to answer a multiple choice question at the end of each one. Katie will be contacting each person that has done a webinar so far to request help coming up with an appropriate question.
  - The approval process with SNA will take about 6-8 weeks so we hope to have them approved and posted by our next leadership meeting in October.
  - Each time we apply for CEUs it costs 70$ for up to 300 education minutes so we will wait until we have another 6 webinars recorded before applying for 2 additional CEUs.

- **Mailing List link on CoP Homepage**
  - The purpose of this link is to help us collect email addresses for the promotion of CoP’s upcoming events. Thus far email collection happened mostly through event promotion but now that regular webinar announcements are sent via email, we have added a link for people to sign up for the email mailing list. It is located under the resources column and reads: “Join our mailing list!”
  - It was also posted on August 7th and we have not collected any emails yet (8/18/14)

- **Final Logo**—
  - After the last leadership meeting when the vote for the two options available was evenly split and as requested by the group, Sandra and Katie selected one of the logos for immediate use. You can see the final version at the top of this document. It is now being used on social media too. You can download the logo here: [http://create.extension.org/node/96795](http://create.extension.org/node/96795)

- **Conference Attendance**—
  - A poll was sent to all active CoP members to find out what conferences are regularly attended by those in the CoP. The reason for this is 2 fold: 1. So that Sandra and Katie can facilitate face-to-face meetings for CoP members that would not otherwise meet in person. 2. To capitalize on the opportunity of CoP members attending to promote the CoP.
  - 16 people responded to the poll the results can be seen here: [http://create.extension.org/sites/default/files/Conference%20Attendance%20Poll%20Results.pdf](http://create.extension.org/sites/default/files/Conference%20Attendance%20Poll%20Results.pdf)
  - Most attended conferences are: SNEB (7 people) NAFCS (3 people) Southern Obesity Summit (3 people). There are a total of 17 conferences that members attend throughout the year so the
potential for promotion and recruitment is significant. Katie and Sandra will follow up attending members to establish their ability to help with promotion and provide them with promotional materials for these conferences.
  
  - If you know of other meetings that we could explore please let Katie and Sandra know.
  
- Ask and Expert Promotion Outcome—
  
  - To increase awareness of this feature available through the CoP, two Promotional emails were sent to our email list—one on July 1st and one on July 8th. Prior to the promotion we received about 5 questions from the public. After the promotion we received 17 additional questions. This indicates that raising awareness helps get this feature moving and increase the visibility of the CoP.

Upcoming Events/Dates
Webinars

<table>
<thead>
<tr>
<th>Speaker/Institution</th>
<th>Date/Time</th>
<th>Description</th>
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<tbody>
<tr>
<td>Matt Benson, Food and Nutrition Services</td>
<td>August 21st 2EST</td>
<td>Farm to School as an Emerging Best Practice for Healthy School Meal Programs</td>
</tr>
<tr>
<td>Tisa Hill, Cornell University</td>
<td>September 164pm EST</td>
<td>Healthy Children Healthy Families</td>
</tr>
<tr>
<td>Ginny Hinton, Institute of Food and Agriculture Studies-University of Florida Extension</td>
<td>October 1st 3pm</td>
<td>Stuck on Fruits and Veggies: Putting Classroom Nutrition Lessons Into Practice</td>
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</tbody>
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Forthcoming Activities

- Forthcoming Membership Video Trainings
  
  - September – Navigating Ask an Expert
  
  - November – Adjusting Your Personal Settings

- Promotional Email to SLM Course Participants—there is a list of about 1,500 people who have taken the SLM course and therefore may be interested in CoP resources. A promotional email will be sent to these individuals to inform them about the existence of the CoP and its resources.

- Exploration of Promotion though Social Media (paid options) – Looking into affordable and effective options to promote the CoP through paid adds in Facebook and LinkedIn.

Accomplishments and Goals : Happy 1 Year Anniversary!
PowerPoint: [http://create.extension.org/sites/default/files/Year%20One%20Accomplishments%21.pdf](http://create.extension.org/sites/default/files/Year%20One%20Accomplishments%21.pdf)

Thank you all so much for your hard work this first year!!

Some highlights:

Members:

<table>
<thead>
<tr>
<th></th>
<th>August 2013</th>
<th>August 2014</th>
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<tbody>
<tr>
<td>TOTAL MEMBERS (listed as members in eXtension)</td>
<td>86</td>
<td>141</td>
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<tr>
<td>ACTIVE MEMBERS (intro call with Katie and/or attend meetings, also includes leaders)</td>
<td>44</td>
<td>79</td>
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Members by group:

<table>
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<tr>
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<th>August 2013</th>
<th>August 2014</th>
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<tbody>
<tr>
<td>Encourage Kids to Eat Healthy Foods</td>
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<td>20</td>
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<td>The Business of School Food</td>
<td>7</td>
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<tr>
<td>Develop Healthy Eating Dialogues</td>
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<td>12</td>
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<tr>
<td>Additional School Food Initiatives</td>
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Content:

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<tbody>
<tr>
<td>Articles</td>
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<td>165</td>
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<tr>
<td>FAQs</td>
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<td>Webinars</td>
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</tr>
<tr>
<td>Ask an Expert Questions</td>
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<td>34</td>
</tr>
</tbody>
</table>

Goals for 2015:

- Webinar Calendar 2015
- Possible LinkedIn & Facebook Paid Promotion
- Potential Partnership with:
  - Boston University Researchers: Integrating the KickinNutrition.TV multi-media educational platform through Extension networks to lower obesity risks in communities
  - Columbia University Researchers: Developing and Evaluating A Model for Comprehensive School-wide Obesity
  - California State University, Chico Researchers: The impact of a pilot mindful eating intervention on food behaviors among children and families (current member Keiko Goto)
  - My Tray: Nudging staff through a fruit and vegetable indicator system- Marietta Orlowski, Wright State University

Additional Ideas:

- Create an Events Calendar to feature members presentations and talks
- Electronic Newsletter
• Videos and Interactive Tools—something to bring up in group meetings as Zena has done to see what ideas members have for more interactive materials.
• Promotion booth at SNEB 2015 conference
• Exploring ways for eXtension to meet scholarly peer review requirements

Additional ideas are always welcome!

The next leadership meeting will be held the 2nd week in October—date and time TBD